

## DELIVERY OF TIME SIGNIFICANT ADVERTISING

### Abstract of the Disclosure

- 5           The significance of the time value of advertising as well as its relevance to the individual's preferences is utilized to emplace advertising with time significance into a desired publication.

Variable	Mean	SD	Min	Max
Age	34.5	10.2	18	65
Gender	0.5	0.5	0	1
Marital status	0.6	0.5	0	1
Education	12.5	1.5	9	16
Income	1500	500	500	3000
Health status	0.7	0.4	0	1
Smoking status	0.3	0.5	0	1
Alcohol consumption	0.2	0.4	0	1
Exercise frequency	0.4	0.5	0	1
Stress level	0.6	0.5	0	1
Sleep quality	0.5	0.5	0	1
Work satisfaction	0.4	0.5	0	1
Life satisfaction	0.5	0.5	0	1
Depression score	10.5	5.0	0	30
Anxiety score	8.5	4.0	0	20
Quality of life score	70.5	10.0	50	100